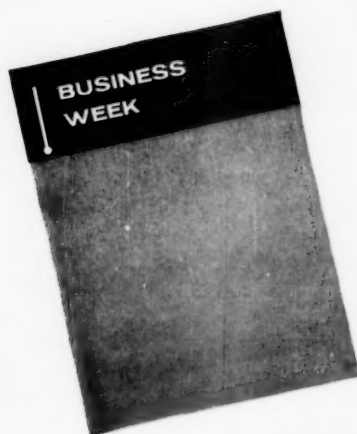


BUSINESS WEEK • JULY-DECEMBER

1959

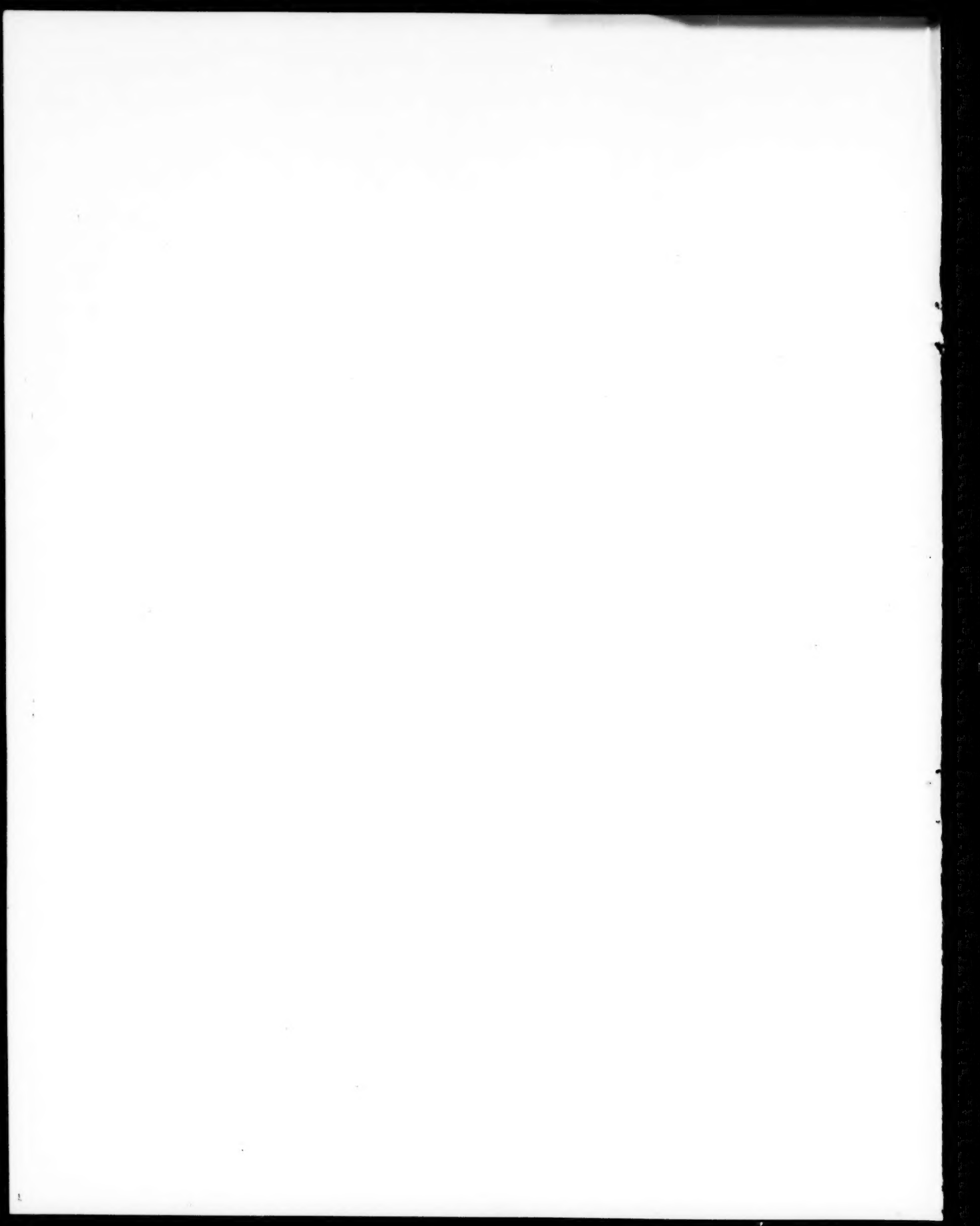
EDITORIAL

BUSINESS WEEK



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OF EDITORIAL CONTENT — 2nd HALF 1959





# How to Use this Index

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Every article appearing in *Business Week* during the last six months of 1959 is comprehensively indexed in this volume. All articles are indexed alphabetically by subject and by the names of individuals, private businesses and government agencies in all cases where such were either the subject of the story reported or had a primary relationship to the topic covered. The following paragraphs are offered as a guide to the index.

**Business Organizations.** Industries are indexed under their simple designations such as: "Aviation," "Shipbuilding," "Textiles," etc. In addition, all articles having reference to a private company will be found under that company's name.

**Labor.** General labor news is indexed under such broad headings as "Wages," "Employment," "Labor," and the like. Reference should also be made to the various government labor agencies and to individual companies. Because the full names of many trade unions are not generally well known, trade union items are indexed by parent organization, under "AFL-CIO," or "Independent Unions," and then in turn under subheads by the trade or industry in

which they operate. There is one exception: the railroad brotherhoods are indexed only under "Railroads—Labor."

**Government.** The permanently established departments of the Federal Government will be found under "D," "Department of the Treasury," "Department of Defense," and "Post Office Department."

**Independent Commissions and Special Emergency Agencies.** These will be found arranged alphabetically by their established names. In addition, they are also indexed under their field of activity.

**Reference Dept.** Many individual headings suggest other entries (See also . . .) which may be consulted in looking for specific articles. If, however, you cannot find a specific article, or you would like any general information about material which *Business Week* has published, do not hesitate to make direct inquiry by mail or telephone to Business Week Library, 330 West 42nd Street, New York 36, N. Y.; telephone LOngacre 4-3000, extension 3297.

JANE G. RACZKA, Librarian

# How to Use This Book

This book is designed to help you learn more about the world around you. It contains a wealth of information on a wide variety of topics, from science and history to art and literature. The book is organized into several sections, each of which covers a different area of study. The first section, "The World Around Us," introduces you to the basic concepts of geography and environmental science. The second section, "The History of the World," explores the major events and figures of world history. The third section, "The Arts and Literature," discusses the contributions of great artists and writers. The fourth section, "The Future of the World," looks at the challenges and opportunities facing humanity in the years ahead. Each section is filled with interesting facts, photographs, and illustrations that will help you understand the world in a new and exciting way. We hope you will enjoy reading this book and that it will inspire you to learn more about the world around you.

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Smaller Cars For 1960 Reshape Detroit's Future (Cover) Aug.8

New models will be getting the headlines for the next few months but the industry will be equally interested in the clean-up now under way. Here's Ward's estimate # p22, Aug.22

Detroit Has Bold Hopes for 1960: GM predicts sales of 6.9-million autos next year despite the uncertainty posed by compact cars (with 5 illus) p25, Aug.29

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Food Chemicals Under Cloud: Producers and users are racing a Mar. 5 deadline to get additives cleared by FDA p26, Dec.5

Fancy Dress Puts Food Gift Under the Tree (with 2 illus) p112, Dec.19

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Food Chemicals Under Cloud: Producers and users are racing a Mar. 5 deadline to get additives cleared by FDA p26, Dec.5

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Experimental Food Stamps for Needy Seem Headed for Congressional O. K. p131, Sep.12

#### FOOTBALL

National Collegiate Athletic Assn. releases new football rules # p166, Sep.26

New program guide listing this season's college and professional football games # p166, Sep.26

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Announces grants totaling \$19-million for 10 leading engineering schools # p96, Oct.31

They Prescribe More Education: Two critical looks at the business schools (with illus) p84, Oct.31

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Ford and Fiat Seek Permission To Assemble Autos in Egypt p55, Jul.18

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New Computer Elements Speed Up Calculations p138, Aug.15

Ford Returns to Auto Financing With New Counterpart of GMAC p90, Aug.29

Will build a new plant in Turkey to assemble trucks # p74, Aug.29

Ford Hands the Wheel to Youth: New management team was hired and trained as a group (with 18 illus) p74, Sep.26

Ford Plans Second Compact Car in Spring; Says Comet Will Be "Aristocrat" p38, Oct.3

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New Engineering, Sales Features of the Big Three's Little Three (with table and 9 illus) p102, Oct.3

Falcon Prices Set Below Corvair, Well Under Cheapest Full-Sized Ford p36, Oct.10

Compacts Catch On—and How (with illus) p31, Oct.17

Ford Votes First Extra Dividend, But Traders Had Expected More p168, Oct.17

Kenneth Cassidy Steps Into Bugas' Shoes As Ford's Industrial Relations Chief p38, Oct.24

No Jobless Pay for Ohio Workers Idled by Strike at Related Plant p138, Oct.24

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Detroit's Compact Cars Meet the European Competition Head-On (with illus) p66, Oct.31

Small But Fancy: Each of the Big Three plans a more luxurious and slightly larger entry in the compact car field p36, Nov.7

Ford Kills Off the Edsel As Compacts Cut Into Sales p38, Nov.21

The Edsel Dies, and Ford Regroups Survivors (with 3 illus) p26, Nov.28

Ford Looks a Sure Winner Over Chevy in Auto Sales Race p38, Dec.12

#### FORD Motors Co., Ltd.

One British Employer Shortens Work Week, Others Resist Change p110, Nov.28

Rumors persist that either Ford Motor or the Ford Foundation will buy up the 46% minority interest in Company # p156, Nov.28

#### FORD Motor Credit Co.

Allstate Seeks Auto Insurance Deal With Ford Motor Credit Co. p149, Nov.28

Ford Motor Credit Subsidiary Opens Up in Chicago, Indianapolis p57, Dec.19

#### FOREIGN Aid

The Administration stands to get most of the aid it requested from Congress. Hottest battle will be over money for DLF # p67, Jul.4

Within a year or two the foreign aid program will look entirely different. # p105, Jul.11

Senate backers of the Administration's foreign aid program are confident of restoring some of the House cuts # p61, Aug.1

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Foreign aid appropriations figure in special session of Congress # p42, Sep.5

Congress lopped nearly \$800-million from Eisenhower's original \$4-billion request for foreign aid # p158, Sep.19

The deficit in the U. S. balance of payments has touched off a struggle within the Administration over foreign aid money # p143, Sep.26

A Step to Ease the Aid Loan p138, Oct.10

Chill Welcome for New Loan Fund: Formation of the International Development Assn. p125, Oct.10

Washington ties foreign economic aid to the purchase of U. S. goods # p131, Oct.24

Dealing With the Dollar Glut (Trend) p140, Oct.31

In his GATT speech, Dillon gives the reasons for the U. S. decision to tie some of its foreign economic aid to the purchase of U.S. goods # p99, Oct.31

Payments Program Produces U.S. Policy Shift (with chart and 3 illus) p32, Nov.7

Strings on Aid: The debate finds group of economists denouncing the spread of the "Buy American" principle p28, Nov.21

State and Treasury Depts. are battling about foreign aid # p139, Nov.28

The Administration will request \$4.1-billion in military and economic aid. That's \$200-million more than it asked for this year # p117, Dec.5

#### FOREIGN Ministers Meeting

The Geneva conference is again deadlocked on the Berlin issue. The Soviet position has hardened since the diplomats returned from their recess # p105, Jul.25

Talks Move Toward Cold War Truce: In separate talks with Soviet leaders Nixon and Herter seek to open way for a Berlin accord (with illus) p20, Aug.1

#### FOREIGN Policy

Eisenhower is leaning over backward to keep all lines open between top U.S. and Soviet leaders—hoping in this way to find a solution to the Berlin crisis # p67, Jul.4

The official attitude, after study of the Hariman account, is that Khrushchev is bluffing—trying to force Eisenhower into a Summit conference # p39, Jul.11

Talks Move Toward Cold War Truce: In separate talks with Soviet leaders, Vice-President and Secretary of State seek to open way for a Berlin accord (with 2 illus) p20, Aug.1

Western capitals are buzzing with reports that a dramatic change may be coming in U. S.-Soviet relations. It's Nixon's trip to Russia that has created all the flurry # p61, Aug.1

Away From "Peace by Terror" (Trend) p128, Aug.8

Eisenhower's exchange of visits with Khrushchev won't alter basic conflicts between East and West # p89, Aug.8

What the Talks Could Do: Eisenhower hopes his exchange of visits with Khrushchev will take the nightmare quality out of the cold war (with 2 illus) p26, Aug.8

Eisenhower's swing through Western Europe—beginning next Wednesday—won't be smooth sailing all the way # p75, Aug.22

Eisenhower's upcoming talks with Khrushchev may well lead to some relaxation of the East-West tension. How forces at work in the world today—both military and economic—are different from a decade ago. # p83, Sep.5

Europe Greet "New" Eisenhower, and U.S. Wins New Strength (with 4 illus) p32, Sep.5

Taking the Initiative (Trend) p124, Sep.5

Historic Exchange Begins With Hope for a Thaw in Cold War: Khrushchev and Eisenhower start their talks in the U.S. (with 4 illus) p30, Sep.19

Washington's priority for dealing with East-West issues is unchanged by anything that has happened on Khrushchev's tour # p41, Sep.26

A Shift in the World Picture: Eisenhower-Khrushchev talks have opened the way for a thorough re-examination of all East-West disputes (with illus) p25, Oct.3

What Khrushchev's Visit Accomplished (Trend) p152, Oct.3

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